

# Recycled Paper Coalition Charter

## PREAMBLE

We, the members of the Coalition, agree on the need for paper users to conserve natural resources and reduce waste through purchasing environmentally preferred paper products. This effort, initiated by the private sector, is intended to encourage paper recycling and stimulate demand for recycled paper products, made from materials that would have otherwise been discarded.

## COMMITMENT

Members of the Coalition will:

1. **Reduce waste by using paper products more efficiently.**
2. **To the extent technically and legally feasible, embark on a purchasing program to satisfy paper requirements with environmentally preferred products containing, as the initial goal, at least 20 percent postconsumer waste.**
3. **Give preference to competitively priced paper products with higher percentage of postconsumer waste; and higher percentages of totally recovered paper content.**
4. **Work with paper and equipment manufacturers to increase postconsumer waste content as quickly as technology will permit.**
5. **Strive to purchase 100% environmentally preferred paper products where technically and legally feasible.**
6. **Implement a comprehensive paper recycling program as widely as possible.**

## DEFINITION OF ENVIRONMENTALLY PREFERRED PAPER PRODUCTS

Environmentally preferred paper products are those which minimize the impact on the environment throughout the process of manufacture, distribution, use, recycling, and disposal.

More importantly, while all recovered paper should be considered in determining recycled content, environmentally preferred paper products should be made from recycled materials using the highest percentage of postconsumer waste technically and legally feasible.

## REPORTING

Once a year, by the end of the first quarter, each member will submit to the Coalition administration its plan of implementation for that calendar year. The plan shall reflect the member's action steps to accomplish the goals of the Charter. By the end of the first quarter each year, each member will report against its plan of the previous year, its accomplishments and barriers encountered, if any. The members' reports will be consolidated for public reporting in the Annual Report.

Each individual member's report to the Coalition will be confidential. Each member shall determine what information, if any, will be made public.

**Printed on Recycled Paper**

**containing 100% postconsumer material**

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# The Recycled Paper Coalition

*Why Join?*

**B e c a u s e . . .**

- **Paper accounts for 40% of all solid waste**
- **Only 13% of office waste paper is recovered for recycling**

**How Does Your Membership  
Help?**

- **Stimulates demand for recycled paper products to make them more price competitive**
- **Increases the supply and quality of recycled paper**
- **Optimizes the wise use of natural resources**

**California Chapters Edition**

**The Recycled Paper**

## Coalition

...is an innovative group of major organizations that represent a unique effort to rethink traditional business practices regarding office paper purchase and usage. The Recycled Paper Coalition is a voluntary organization of paper-users whose National Board of Directors in the San Francisco Bay Area includes: **Bank of America, Chevron, PG & E, Bechtel, George Lithograph, the Natural Resources Defense Council, and Moore Business Forms**. The Coalition drew up its charter in June 1992, and today, there are nearly 140 members, including such corporations as **Warner Bros., Hewlett-Packard, Texas Instruments, Salomon Brothers,** and the **Xerox Corporation**. Rapid expansion has brought the inauguration of three additional chapters, located in Los Angeles, Dallas, and Sacramento, and plans for several more chapters are now in the final stages.

The primary principle endorsed by the Coalition is the need to conserve natural resources and reduce waste by purchasing "environmentally-preferred" paper products and by maximizing the efficient use of paper. The objective is to bring purchasing strength to the recycled paper market by stimulating demand for recycled paper products, especially those made from materials with "postconsumer content" that would otherwise be discarded. In working towards a sustainable future, optimizing the wise use of resources must be a priority.

According to the US Environmental Protection Agency (US-EPA), paper, in various forms accounts for 40% of all solid waste generated.

## The Goal

The Coalition strives to create a sustained demand for recycled paper, with the concurrent aim of sending the signal that additional industry investment is warranted in order to increase

the supply and quality of recycled paper and to improve its performance in office equipment. Initiated by the private sector, the Coalition represents a forward-thinking attempt by the business community to address an environmental problem before regulations compel it to do so.

There are no fees or annual dues for Coalition membership. Each member organization commits, via the CEO's signature, to implementing a comprehensive paper-recycling program, to giving a preference to competitively priced recycled paper products, and to working with paper and equipment manufacturers to increase the percentage of postconsumer content in recycled paper. Benefits include: networking opportunities with other purchasers; cost savings (through reduced waste collection); potential revenue (from paper recycled); higher levels of employee morale and a stronger sense of teamwork through participating in recycling; a heightened image in the eyes of customers and the public; and the gradual lowering of prices. In addition, there is the obvious environmental benefit: Every ton of recycled paper saves approximately 17 trees and three cubic yards of landfill as well as energy and water resources.

Encouraging results have already been achieved. Coalition members reported a total purchase of over 66,780 tons of environmentally-preferred paper in 1993, equating to 17,876 tons of postconsumer wastepaper diverted from landfills and reused. In addition, members reported having recycled almost 41,000 tons of office wastepaper. Thus, nearly 59,000 tons of paper were diverted from landfills. This tonnage would fill an area the size of a football field to the depth of 109 feet!

The Recycled Paper Coalition has no political agenda and is neutral on legislative issues pertaining to the environment; there are no legally binding commitments; and members are free to participate in other organizations as they

so wish. All users of paper products are encouraged to join the Coalition.

For more information about the Coalition, call...

### National/Northern California Chapter

c/o Peninsula Conservation Center

3921 East Bayshore Road • Palo Alto, CA 94303

(415) 985-5568 • FAX: (415) 962-8234

### Central Valley California Chapter

c/o Business for the Environment

1010 S Street • Sacramento, CA 95814

(916) 443-3855 • FAX: (916) 443-1838

### Southern California Chapter

171 S. Fairfax Avenue, Suite 130

Los Angeles, CA 90036

(213) 933-6942 • FAX: (213) 933-2751

### Other Chapters

Texas

Chicago